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*The* PAN AMERICAN UNION

JOHN BARRETT : : Director General

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# SÃO PAULO

## THE HEART OF COFFEE LAND

*Read, William Alfred*

12

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# SAO PAULO--THE HEART OF COFFEE LAND .. ..

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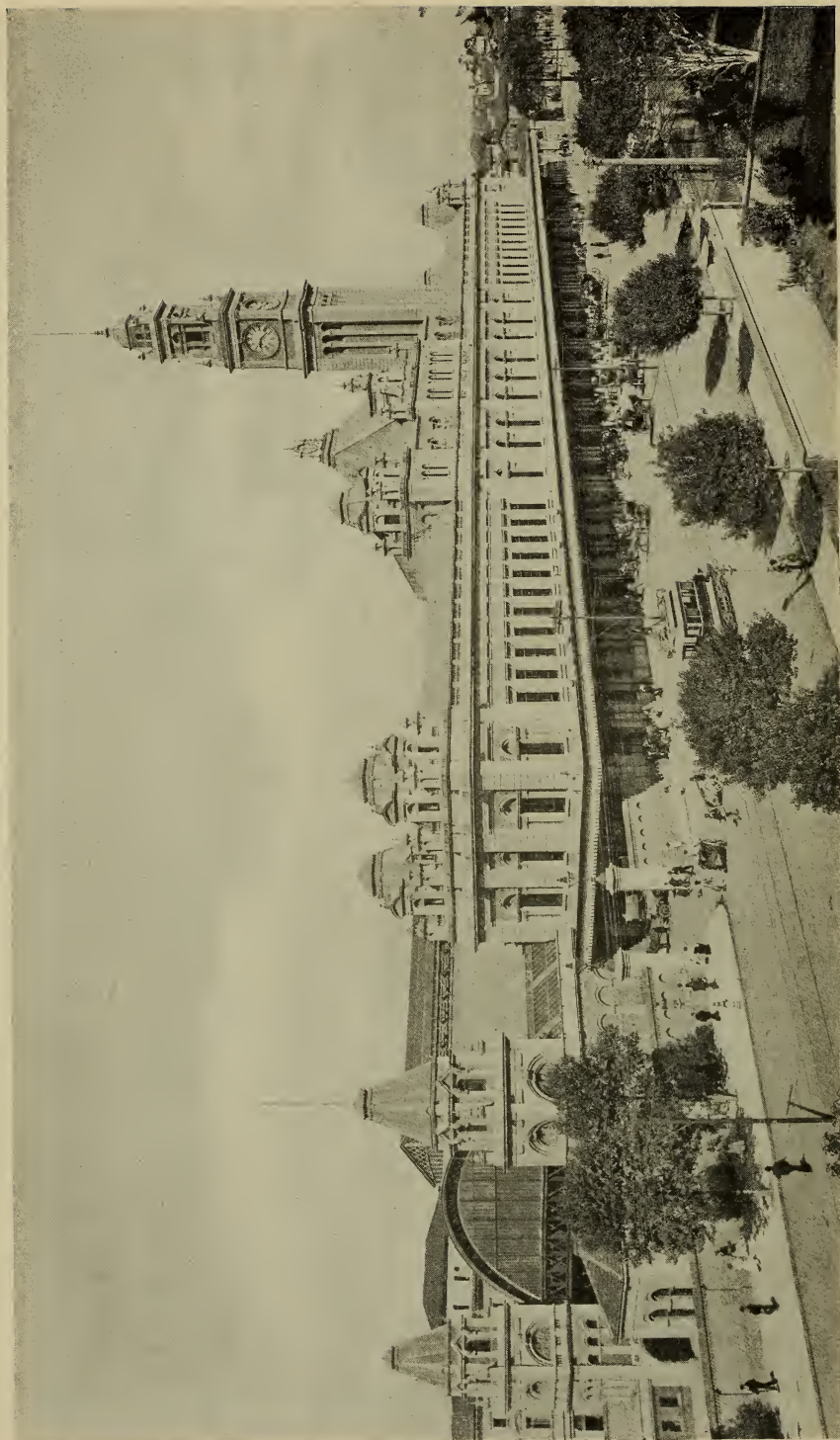
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**S**ÃO PAULO, or, to use the English equivalent, St. Paul, is the capital and business metropolis of one of Brazil's greatest States. Of the 20 States, 1 territory, and 1 federal district into which the great southern Republic is divided, the State of São Paulo and its splendid capital stand among the most progressive units of the entire nation.

To fully appreciate the enormous development that has made São Paulo one of the world's important and rapidly expanding cities, now numbering its people by nearly half a million, we must glance at the State of São Paulo, the industrial foundation upon which the city bases its prosperity. São Paulo is not the largest State of the Republic; in fact, there are numerous States of far greater size, but few, if any, of more importance in commercial, agricultural, and industrial development. The State is located between parallels of latitude 20 and 25 south, and between meridians 46 and 55 west (Paris). To the average reader it is easier to remember that the State lies west of the great coffee port of Santos, and mostly west of its capital city, São Paulo. In territory it is larger than the five New England States of North America, with Pennsylvania added, or an area of 112,300 square miles, embracing undulating plain and valley with several low mountain ranges extending across the country. More than three-fourths of the State lie within the region of the Tropic of Capricorn, and about one-eighth of Brazil's 24,000,000 people reside within its boundaries. Nature has divided this territory into two distinct regions—that bordering the Atlantic Ocean for nearly 400 miles, where the temperature is hot and moist and where bananas, cocoanuts, cacao, oranges, and other tropical products grow in abundance. This coastal plain is narrow in the north, but gradually broadens to 80 miles or more near the southern boundary of the State. Westward from the low mountains bordering the coastal plain the country is higher and well suited to agricultural crops, of which coffee growing is the most important. In recent years various other crops have been introduced more generally and are now additional important industries, which, together with stock raising, are greatly increasing private and public revenues.

Climbing the Coast Range or the Serra do Mar (at some places 3,000 feet high) by the railroad between the sea at Santos and São Paulo city, a distance of 50 miles, we perceive changes in temperature





ONE OF SÃO PAULO'S RAILWAY STATIONS.

This depot, locally known as Estação de Luz, is very modern and commodious in plan and construction, and through its portals there is a constant stream of traffic. Opposite this station there is a large park abounding in fine shade trees and flowers, where many travelers await the arrival or departure of trains.



A TYPICAL STREET SCENE IN THE BUSINESS DISTRICT OF SÃO PAULO.

In the heart of the city many of the streets are narrow and vehicle traffic moves only in one direction. The buildings along these streets are in many cases very expensive structures and in recent years, as space becomes more valuable, there is a tendency to add new stories or construct edifices of greater height.



and note how the country gradually and in places precipitously rises as the train moves westward. At São Paulo the altitude is about 2,500 feet, while the State as a whole averages 2,000 feet above the level of the sea. There are many higher elevations along the mountain ranges. The streams flowing to the Atlantic are short, while those which carry their waters northwestward, following the "lay of the land" are of considerable size, the largest being the Tiete River, which has been harnessed to supply the city of São Paulo with electric power, and also with water for domestic uses. This river traverses almost the entire length of the State, flowing in a northwesterly direction.

In speaking of the climate of this part of Brazil we must distinguish between lowlands and the plateau region; the former, of course, being hot, but tempered by the cooling breezes from the Atlantic. Over the greater part of the State the temperature varies about 40° between the warmest days of summer and the coolest period of winter. The average maximum for summer is given at 93° F. and the winter minimum at 43° F. In the Southern Hemisphere the seasons are reversed, as everyone knows, and São Paulo's winter is in June, July, and August; December, January, and February are summer; March, April, and May are autumn months; September, October, and November comprise the spring season. While the sunshine of summer is hot and unpleasant, the temperature of the nights is usually much lower. Sunstroke is almost unknown. Rain in winter is comparatively light, but as a compensating influence nature sends heavy dews, so that vegetation rarely suffers for lack of moisture. Frosts, however, occasionally damage crops, but where the proper precaution is taken to protect the tender growth such danger is reduced to a minimum. In recent years health conditions in various cities of the State have greatly improved by the introduction of modern sanitation methods and pure water systems, so the stranger going to the region of São Paulo is about as safe in point of health as anywhere in the world.

São Paulo, the State capital, is one of Brazil's oldest cities, its fragmentary history dating from 1500, when the Portuguese discovered the country. Those famous navigators, according to historians of the age, planned settlements along the coast of the newly found land, but a body of adventurers accidentally met a sailor of Portuguese extraction who previously had suffered shipwreck and who had married the daughter of an Indian chieftain known as Tibiriçá. This sailor, whose name is given as João Ramalho, was living with the aborigines near a place called São Vicente, or at least so designated later. Afterwards it fell to the duty of José de Anchieta, a Jesuit missionary, to provide instruction for the natives, as well as for Portuguese, a task for which he was peculiarly fitted by training and





THE LARGO DO THESSOURO, SÃO PAULO.

Here we have depicted a typical street corner in Brazil's second city. Were it not for the signs and language heard the visitor at this corner might well imagine himself in a city of half a million people in the United States. Recent figures give São Paulo a population of 500,000.



RUA JOÃO ALFREDO, SÃO PAULO.

On this sloping street it has been necessary to retain the block system of paving in order to aid the horse-drawn vehicle, etc. In the distance we catch a glimpse of a suburban section.

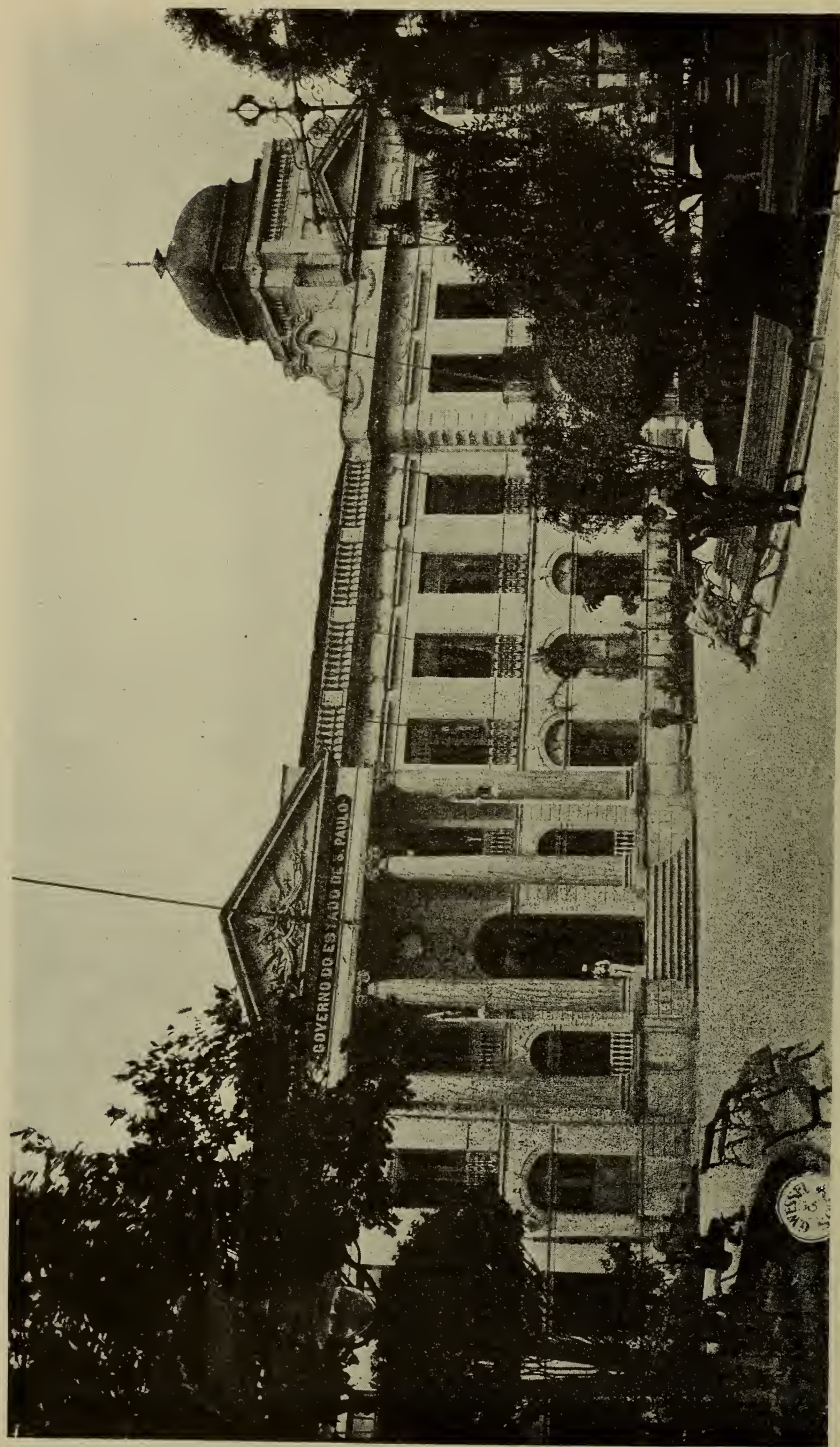


inclination. In 1552 a school was started on the plains further inland, and as mass was first celebrated there on the anniversary of the conversion of St. Paul, this school took the name of the saint. In 1558 the Jesuits, under Manoel de Nobrega, actually founded the present city of São Paulo. Two years later, Mem de Sá, the governor general of Brazil, authorized the christening of the place as São Paulo de Piratininga, and for some years thereafter the people who resided there were called Piratininganos. With the opening of the eighteenth century the Portuguese "capitania" of São Vicente, within the bounds of which the new town had been started, was separated from Rio de Janeiro and placed under the "capitania" of São Paulo. In 1815, when this Portuguese title was abolished, the city became the capital of the Province, and still later the capital of the State.

Passing over many eventful periods, São Paulo has outgrown its youthful years and stands to-day as a great city—the third in commercial importance of the South American continent. Surrounding the city we find a fertile rolling country, devoted largely to coffee and other crops. The State is credited with 2,000,000 acres devoted to coffee growing, representing an outlay of \$500,000,000, and producing annually about 60 per cent of the world's coffee, the bulk of which trade centers in the capital. Furthermore, the network of 7,000 miles of railroads connecting the city with adjoining States is responsible for making São Paulo an interstate rather than a local outlet and trading mart.

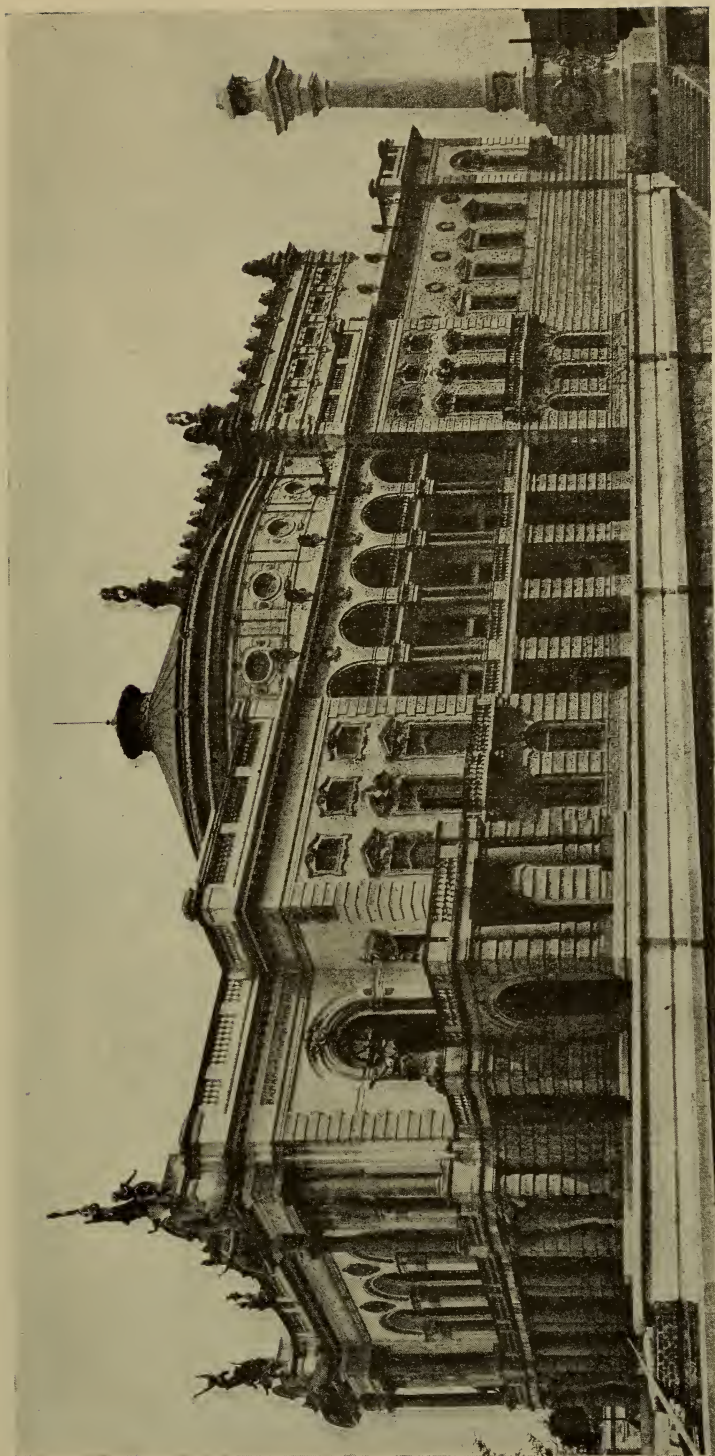
The area of the city proper covers about 14 square miles, and its population of nearly 500,000 inhabitants has quadrupled during the last 30 years. About 35 per cent of the people are foreigners, the Italians being greater in number, followed by Germans, Portuguese, Spaniards, French, and English. There is a sprinkling of North Americans, who represent something like 50 different commercial interests of the United States. The city's birth rate growth of 40.80 per 1,000 inhabitants has been largely augmented by a constant flow of European immigration, while the death rate of 20.50 per 1,000 indicates the healthy condition of the people.

São Paulo's streets are both ancient and modern. The narrow and often congested business thoroughfares contrast strikingly with the broad avenues that cross the city and extend through the newer suburban sections. In the latter we find such an abundance of shade trees that one is reminded of Washington, while the large number of detached private residences suggest Denver or Buffalo, where such attractive construction ideas are proving more and more popular. In São Paulo, too, we find types of the chalet, the Moorish palace, the French Renaissance, and other features of architecture more or less modified to suit local conditions. The Tiete River, passing through the northern suburbs of São Paulo, is an extremely crooked stream,



A PARTIAL VIEW OF THE STATE GOVERNMENT PALACE, SÃO PAULO.





THE MUNICIPAL THEATER, SÃO PAULO.

Like other large South American cities, São Paulo has expended a vast amount of money in providing a municipal theater. The structure here depicted was completed a few years ago, and from time to time the best European and South American theatrical talent is to be seen here. It is one of the world's most beautiful playhouses.

and numerous affluents flowing through the city in various directions seem to have influenced the early builders and some of the oldest streets are crooked or winding. The business heart of the city, often referred to as the triangle, is served by active streets locally known as ruas. Thus Rua São Preto, Rua Quinze de Novembro, and Rua Direita are among the most important in the so-called triangle district. Overlooking the Largo do Palacio, also in the midst of business life, stands the Government palace. From this point streets and avenues radiate to all parts of the city and suburbs. In this business area the city blocks are not so regular or uniform as are the newer sections of São Paulo. The Avenida Tiradentes extends northward to the Tiete; from the center of the city the Avenida Rangel Pestana opens a direct course to the eastward, passing one of the leading markets. Three thoroughfares leading to the southward, Ruas Liberdade, Santo Amaro, and Consolação, provide direct access to the magnificent Avenida Paulista, by far the most beautiful boulevard of the capital. The principal business streets of the city are paved with asphalt and other materials, a feature that has encouraged the use of motor vehicles of all descriptions. (Last year São Paulo imported more automobiles than any other city of the country.)

The numerous parks of the city reflect the large sums of money that have been expended in making them attractive. In numerous cases artificial lakes, natural streams, rustic bridges, statues, fine shade trees, and blooming flowers offer attractions to citizen and stranger alike.

São Paulo is a city of wealth, individual as well as official. Agriculture and industry have made many private fortunes, and these fortunes are reflected in the unusual number of palatial homes in the city proper and in the suburbs. No stranger can drive about the city without noticing the vast amount of capital and the diversified architectural talent that has been called to provide for São Paulo's wealthy residents.

On the other hand, the city's public buildings indicate that State and municipal revenues have been large. For instance, in a recent year the city tax receipts amounted to \$2,162,900. These funds are derived from taxes on industrial establishments and professions, vehicles, slaughterhouses, transportation companies, etc., and they represent 70 per cent of the total amount collected by the municipality. The public expenditures of the city are largely included under four groups, as follows: Service of debts, collection of taxes, street cleaning, and public works. In the year represented by the above-cited revenues the city expenditures were \$2,030,500.

The public buildings of São Paulo are notable, and most of the more modern structures represent large expenditures. They are scattered through the city, among the most important being the Gov-





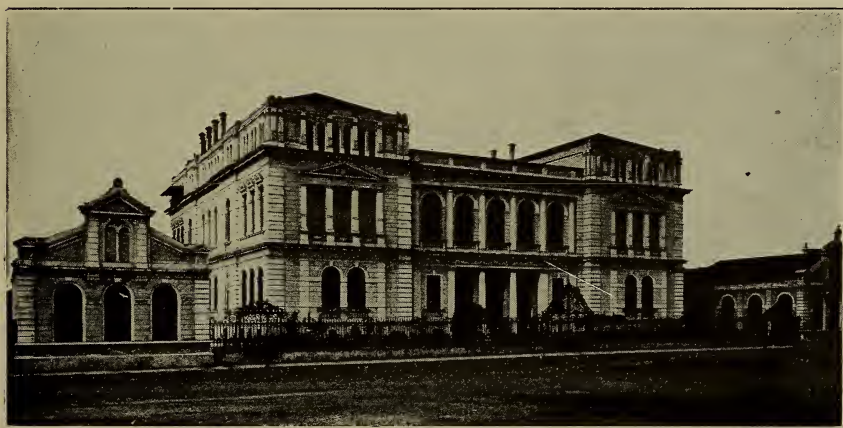
THE SCHOOL OF COMMERCE, SÃO PAULO.

In recent years the commercial and industrial sciences have attained wide popularity among the young people of the city and State, and the courses now pursued are annually preparing large numbers for these fields of labor.



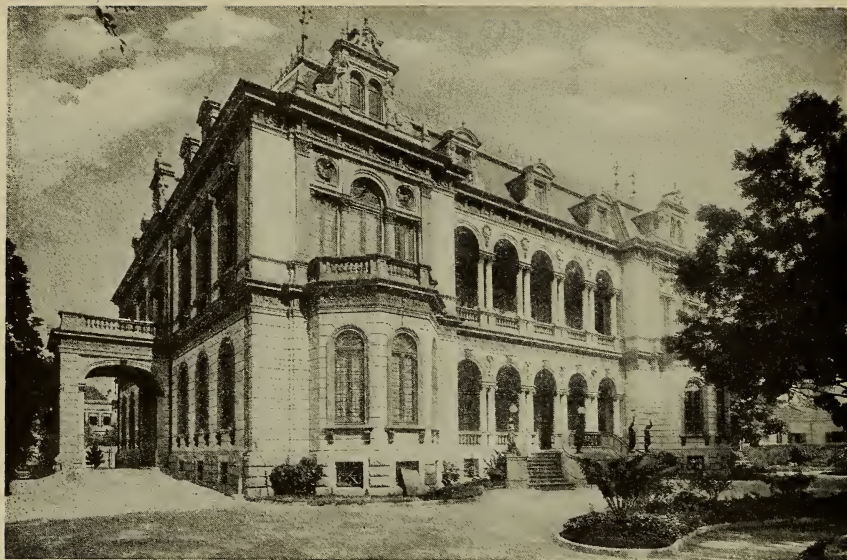
THE NORMAL SCHOOL OF SÃO PAULO.

This fine edifice, with its beautiful surroundings, is one of the popular educational institutions of the city, and students from all sections of the State and from other States are found among the student body. Graduates of this institution also occupy teaching positions all over the country.



GENERAL VIEW OF THE POLYTECHNIC INSTITUTE.

The scientific and practical courses here offered are well patronized by the youth of Brazil. The laboratories of this institution are especially complete and modern.



ONE OF THE MANY MAGNIFICENT PRIVATE RESIDENCES OF SÃO PAULO.



ANOTHER FINE RESIDENCE, WITH SPACIOUS GROUNDS.

The vast returns from agricultural and manufacturing enterprise is often reflected in the splendid, residences that dot the newer part of the city.



ernment Palace; the Palace of Agriculture, Finance, and Industry; the executive residence; the Polytechnic, the Normal, the Agricultural School, respectively; the Municipal Theater; Charity Hospital; the Academy of Law; the São Paulo Railway station, etc., which rival similar buildings of any great city. One of São Paulo's most beautiful buildings is the Ypiranga Museum. Aside from the museum's ethnographical and zoological features, the great edifice stands on an eminence in the city's suburbs where Dom Pedro I proclaimed Brazil's independence from Portugal September 7, 1822. The Paulistas have, therefore, chosen this historic site, which, with its museum, is of interest to every visitor.

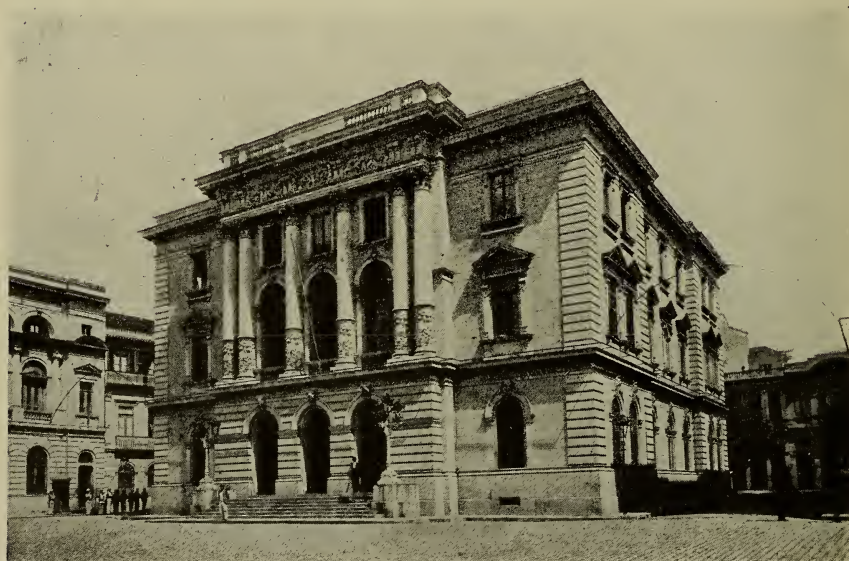
One of the very important enterprises of São Paulo is the Instituto Serumtherapico, also near the city, with its staff of workers engaged in scientific research and in the preparation of various serums for treatment of snake bites, smallpox, diphtheria, etc. Every year there are thousands of persons on Brazilian plantations who are bitten by serpents. These unfortunates owe a debt of gratitude to the eminent director of this unique institution, Dr. Vital Brazil, and his assistants, whose labors are responsible for the saving of many lives from snake bite and the maladies mentioned. For the former trouble, the institute prepares three serums—one is an antidote for the rattlesnake's bite, another counteracts the venom of the jararaca and other deadly reptiles, while the third serum is used to cure the bite when the species of reptile causing the trouble is unknown. Naturally, the sight of hundreds of serpents gathered from all over Brazil is repulsive to the average visitor, but when one reflects and remembers the marvelous life-saving results of this unique institute its importance can not be overestimated. Among Dr. Brazil's discoveries is a species of nonvenomous reptile that seeks and kills the venomous.

The industrial progress of São Paulo has been marked during recent years, and to-day we find the manufactories of the city represent an investment of about \$12,000,000, with an annual output of \$20,000,000 worth of products. The number of workmen engaged in this line of employment is given at 40,000. Briefly, the factories are classified according to the following yearly value (approximate) of production: Cotton, wool, and jute goods, \$6,000,000; shoes, \$3,000,000; hats, \$3,000,000; beer and other beverages, \$4,000,000; pharmaceutical goods, perfumery, etc., \$1,000,000; matches, \$500,000; umbrellas, sunshades, etc., \$200,000; various other industries, \$1,800,000. These figures, it should be understood, are compiled as of 1915 activities. At the present time Brazil's difficulty in obtaining foreign manufactured goods, owing largely to the lack of adequate ocean transportation facilities, has doubtless resulted in a greater local output of goods and also a larger variety than those of normal times.



WHERE THE CITY OF SÃO PAULO OBTAINS ITS ELECTRICAL POWER.

This plant is situated at Paranyba, about 20 miles from the city. At the former place the São Paulo Tramway, Light and Power Co. has constructed large reservoirs, the water from which operates the generators, and then current is conveyed to São Paulo for the street-car system and for many other uses.



THE MAIN BUILDING OF THE STATE DEPARTMENT OF AGRICULTURE.

Great progress has been made in all branches of agriculture throughout the State of São Paulo, and within this structure many activities have been originated that have aided the planter.





THE YPIRANGA MUSEUM, IN THE SUBURBS OF SÃO PAULO.

Standing on a commanding site, this great structure is one of the most interesting institutions of the city, having within its walls many curios and specimens of art, fauna, flora, etc., from all parts of Brazil. On the same spot Dom Pedro I proclaimed Brazil's independence from Portugal, September 7, 1822.

In 1917 an industrial exposition was held in São Paulo—an event that brought together many samples of local manufacture. The exhibits included clay products, chinaware, decorative tiling, fire brick, glass, leather goods, rope, and various other things, as well as the machinery which several corporations are making for the local manufacturer. The latter has been accustomed to importing machinery, but, since the great war has affected the production in so many countries, the Brazilian is originating or enlarging local implement manufacturing plants; so the ancient adage that “necessity is the mother of invention” aptly applies to São Paulo’s progressive business men—they are making locally certain machinery that can not now be obtained in foreign lands.

Manufacturing activities are especially reflected in textiles. The samples on exhibition included silks, hosiery, underwear, ribbons, woolen and worsted goods, suitings, and a large variety of small articles hitherto imported. The exhibitors showed a variety of hats, including the finest silk hat, the derby, the soft felt, and a surprising assortment of such articles made from straw.

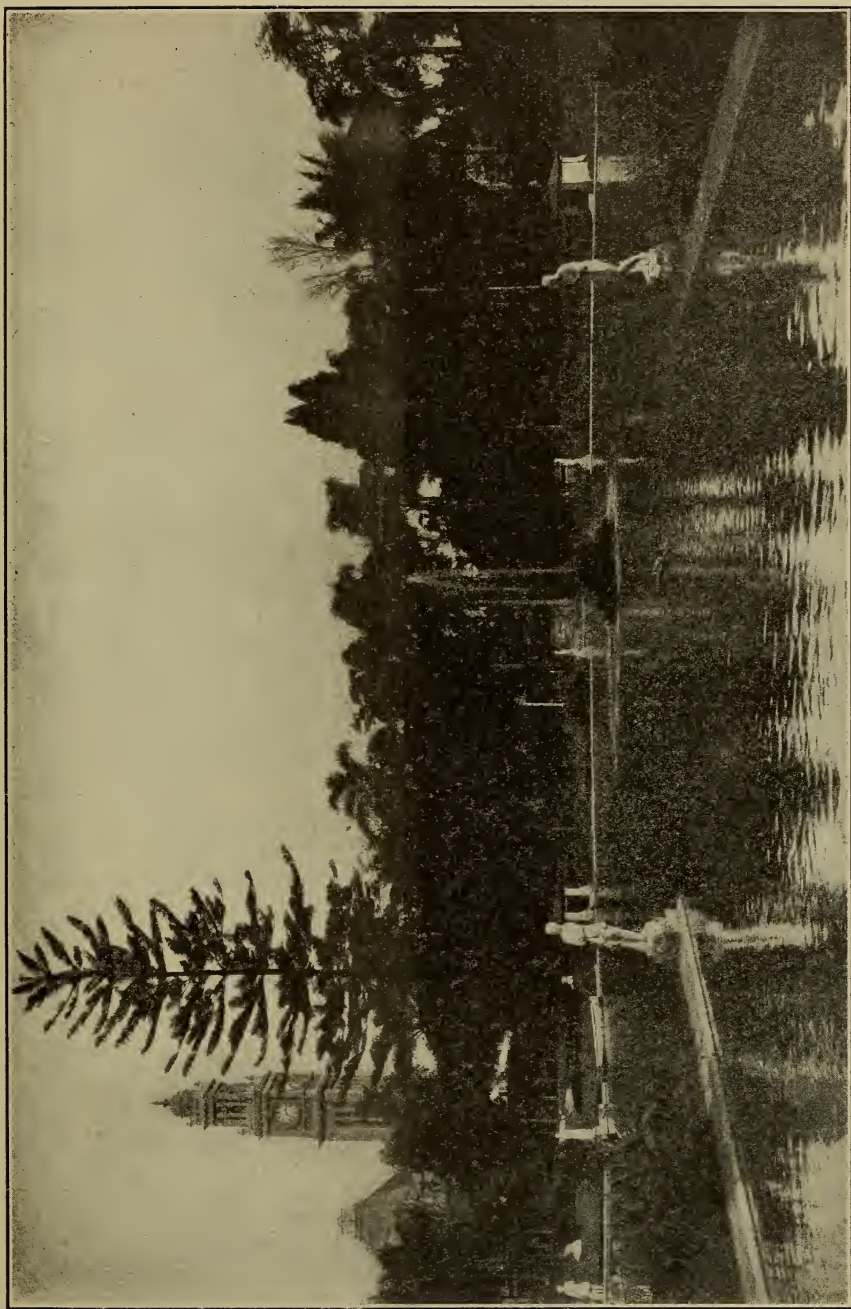
The manufacturers of São Paulo propose to make this exhibit a permanent feature of business, and to that end a large building has been planned and is partially completed. In fact, the exposition above mentioned occupied the finished portion of the new structure, where at least 200 different manufacturers had their products shown to the public.

In Brazil the State exercises all the powers not delegated by the national constitution to the Federal Union. The basis or unit of the organization of the State is the municipality whose autonomy is guaranteed by the constitution. The division of the State into municipalities must not be altered in such a manner as to permit an allotment of fewer than 10,000 inhabitants to the municipality. The autonomy of the municipality is guaranteed in all matters of its peculiar interest. The laws originating with the municipal powers may be annulled if they clash with the national or State constitutions or with the rights of other municipalities.

In local or other elections the following persons are not allowed to vote: Beggars, illiterates, private soldiers (with the exception of students of the military colleges), members of monastic orders, religious companies, congregations and communities of any denomination whatever subject to vows of obedience, rules, or by-laws entailing the renunciation of individual liberty, etc.

The municipality of São Paulo is governed in accordance with the organic law promulgated in 1891, and the municipal powers are both legislative and executive; the former is exercised by the municipal chamber (board of aldermen), the members of which are chosen from the several city districts.





A PUBLIC PARK OF THE CITY.

Within the last decade the streets and parks of São Paulo have been greatly improved and extended. Of the unusual features to be seen in the parks the finely carved statues standing about the natural or artificial lakes are especially attractive.

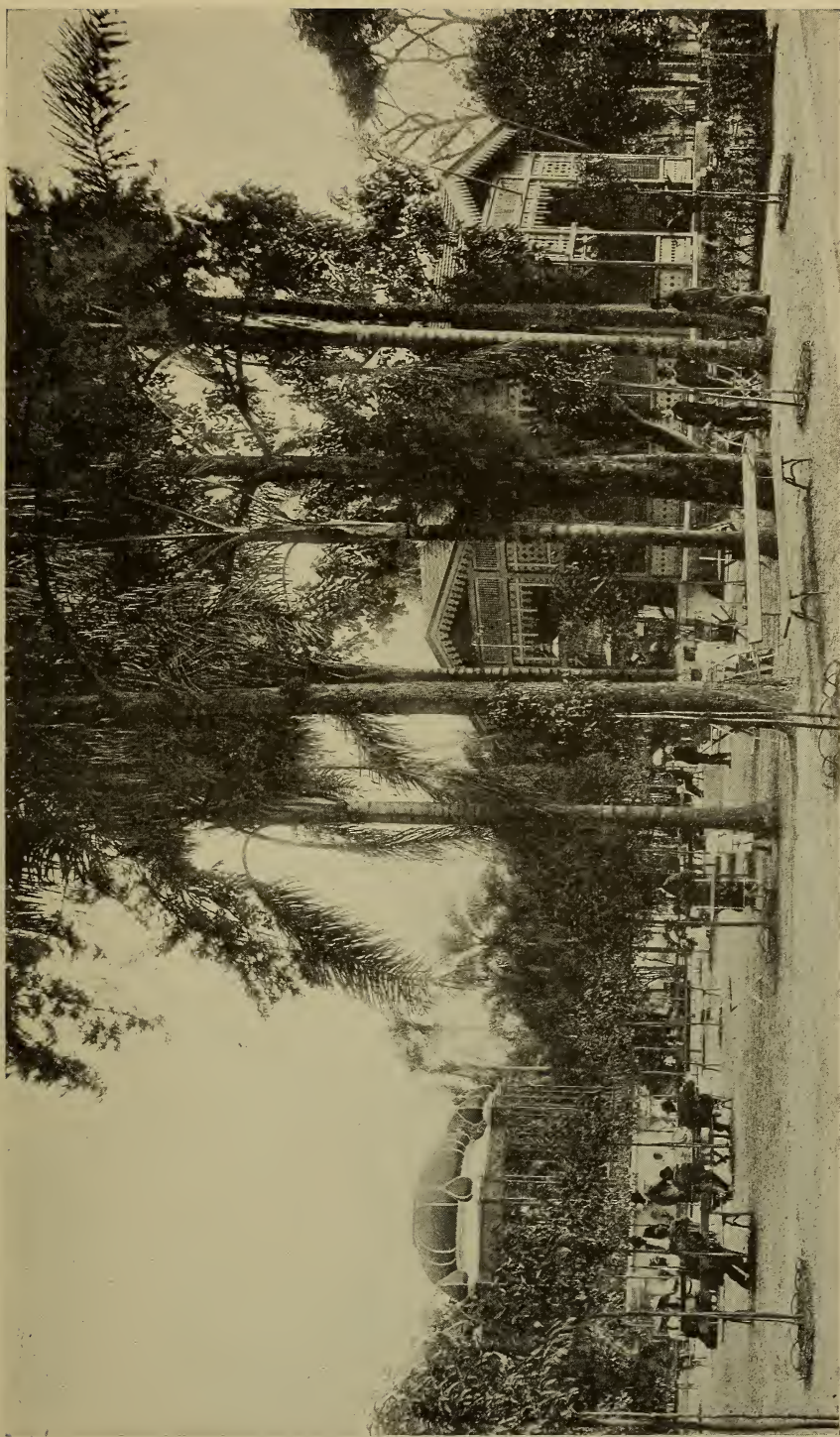
The municipal chamber has the right to make laws for the municipality providing for streets and buildings, markets, public instruction, water, transportation, lighting, parks, police and fire departments, etc. If the city authorities wish to issue municipal bonds, which has been done in many cases in recent years in São Paulo, the State imposes certain restrictions that must be considered and the State congress must also pass on all external obligations. The executive branch of the city government is under an officer locally known as the "Prefeito," corresponding in a general way to a mayor of a city in the United States. This officer is elected by popular vote for the usual four-year term.

Certain phases of city development and beautification owe much to the utilization of near-by watercourses for developing electrical energy. The Tieté and the Guarapiranga Rivers have been harnessed for this purpose, and vast outlays of capital and engineering work have combined to provide for growth and contingencies. To-day the street car system, the electric light service, and various public industries are supplied with current produced by two leading companies. The trackage of the street railways amounts to a total of about 150 miles, on which are operated approximately 450 cars, and in a single year the estimates place the total run of these cars at something like 10,000,000 miles. For lighting the streets and parks of São Paulo there are nearly 500 arc lamps and about 333,000 incandescent lamps; private consumers of electricity continue to grow in number, there being 27,000 of these consumers, while 1,500 or more business concerns purchase electrical power.

For the preservation of public order the city has one of the very best organized police forces to be found in the country. It is primarily a military institution and is under the supervision of the secretary of justice of the State, while a colonel of the federal army has direct command. There is a total of about 5,000 men, comprising cavalry, infantry, a fire company, and a civil guard. The latter body of 2,000 men wear the ordinary police uniform and badge and otherwise perform the usual city policeman's duty. Hospital ambulance service is always at the call of the police to render aid to the sick or injured.

Educational advantages are generously provided for São Paulo's youth, there being more than 180 separate city schools for elementary instruction alone, with an enrolled attendance of about 26,000. For higher and professional training there is the Polytechnic School, the School of Arts and Crafts, the Faculty of Law, the Faculty of Medicine, and the Odontological School, all of which are liberally patronized by the ambitious young Paulistas. Naturally, the teaching of agricultural sciences is well provided for, and in recent years such courses seem to be gaining in favor among the youth of the city and





JARDIM DA LUZ, SÃO PAULO.

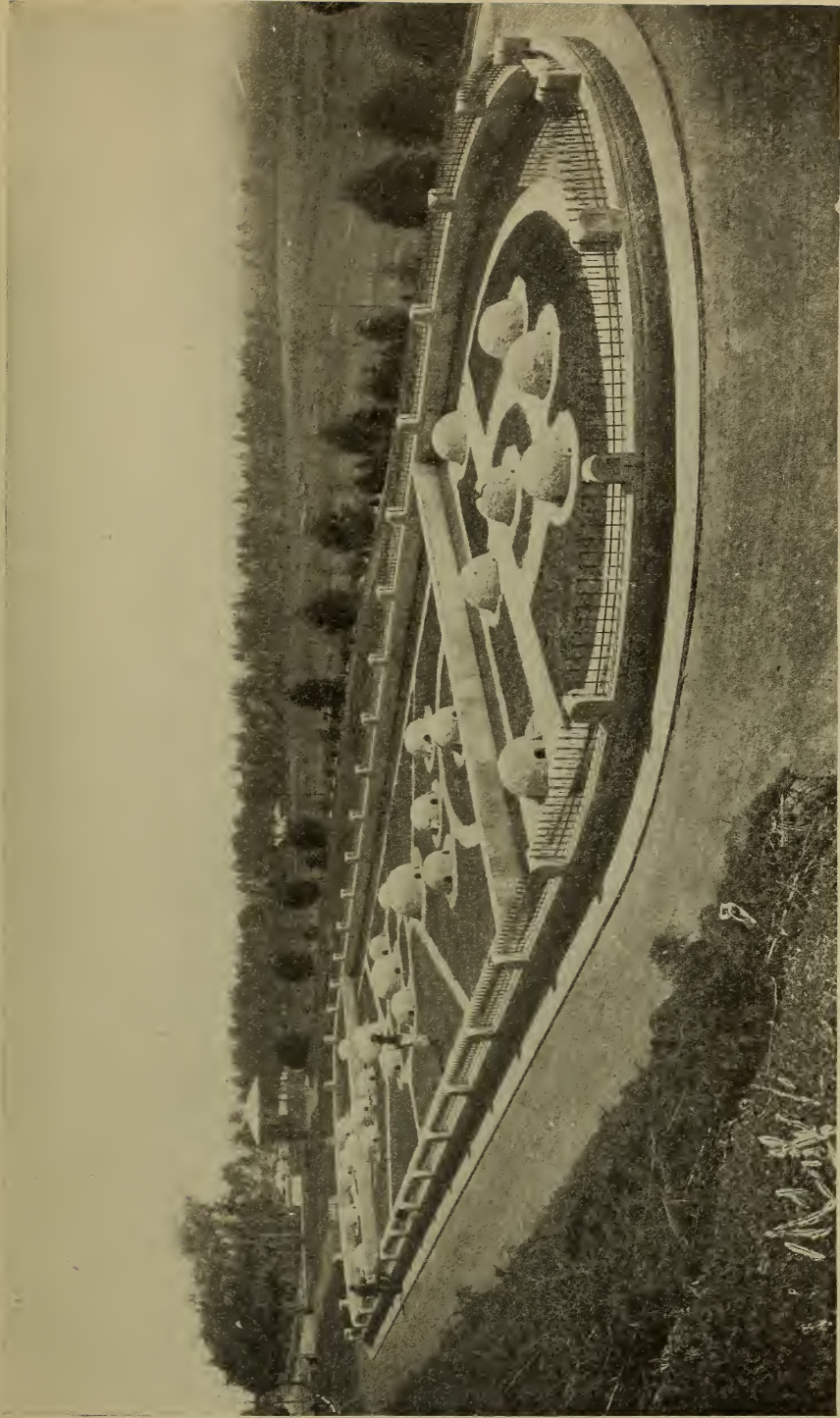
The scene here depicted is typical of many other parks of the city. The semitropical foliage, the small pavilions and outdoor refreshment tables, shady seats, etc., offer relaxation from the cares and busy streets of the heart of the city.

State. In strictly higher commercial training there is the School of Commerce, which in recent years has been gaining popularity in its several courses leading to business careers. In the fields of music and art the city is well supplied with local and foreign teachers and institutions, the Conservatory of Music usually having several hundred students in attendance. McKenzie Institute, a North American school, has also contributed liberally to Brazilian education. In proportion to population São Paulo stands near if not at the head of Brazilian cities in the value of school properties and in the expenditures for public and private instruction; yet, we find many young Paulistas in foreign countries taking postgraduate courses in the varied professions to return later to their homes to engage in their respective fields of labor.

Among charitable institutions the Santa Casa da Misericórdia stands as the oldest and one of the most prominent of the city. This hospital and home has about 1,200 beds and is otherwise prepared to care for the sick and unfortunate. It is conducted by the Sisters of St. Joseph of Chambery, and is also aided in its noble work by donations from the public. There is also the Asylum of the Good Shepherd, the Samaritan Hospital, the Asylum for Foundlings, and various other charities that care for the aged, the infirm, the blind, the insane, and the helpless.

Club life, sports, and amusements absorb much of the time of the people of São Paulo. Like other large cities where the strenuous duties of business demand pleasures and relaxation, ample provisions have been made in this metropolis of southern Brazil. The Geographic and Historic Society, with its large membership, corresponds to leading associations of this nature in Europe and the United States. For those engaged in agricultural production, many of whom maintain handsome residences in São Paulo in addition to their plantation or fazenda homes, the Sociedade Paulista, the Centro Agrícola, or the ever popular Jockey Club are the rendezvous of prosperous and well-known citizens. There are also numerous social clubs, such as the International (the oldest of São Paulo), the São Paulo, the Automobile, the Athletic, the Regatta, etc., all more or less popular and in many cases with headquarters reflecting large expenditures in buildings and grounds. The Athletic Club's grounds stand on a hill in the suburbs and at certain seasons are alive with people gathered to witness exciting cricket or other contests. Occasionally match games are played with Argentina or other clubs, and these international events naturally bring forth very large crowds. The Regatta Club, with its attractive home within 15 minutes' street car ride from the center of the city, is especially popular with the younger business men and students, who participate in rowing, swimming, and other athletic contests.





THE SNAKE HOUSES OF THE INSTITUTO SERUMTHERAPICO, NEAR SÃO PAULO.

The great work of this institution is the study and examination of serpents and the preparation of serum which saves the lives of those bitten by snakes or sufferers from smallpox or diphtheria. Of the serums for snake bites there are three varieties—one for the cure of the rattlesnake's bite, another counteracts the bite of the deadly jararaca, while a third variety is used to cure the patient when the species of reptile causing the trouble is not ascertainable.



Of newspapers the *Correio Paulistano* is the city's oldest daily journal, having been established in 1854. To-day there are about 14 daily papers, counting afternoon and morning issues, and these journals are well supplied with foreign and domestic news gathered by correspondents and associations all over the world. São Paulo also has several illustrated weekly publications, while the foreign population has for its use a number of journals published in Italian, German, French, Syrian, and other languages.

Most travelers journey to São Paulo by rail from Rio de Janeiro or by rail from the port of Santos. Either trip is over roads that rank among the very best of South America. The former traverses about 300 miles of a semi-interior agricultural region and gives one a glance at least of life and conditions en route. The train de luxe on this line is usually operated at night and has excellent sleeping accommodations; passengers retiring in either city and arising next morning in São Paulo or Rio de Janeiro, as the case may be. The writer, however, prefers the slower day train, which spends from early morn until dark in traversing the distance. By the slower service the stranger views the country and has a fair opportunity for noting the commercial aspects, observes the native in fields of labor, and incidentally sees other activities not possible on a night trip.

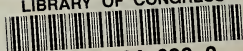
From Santos to São Paulo the 50-mile trip is made over one of the costliest railroads of South America and one that pays perhaps the highest dividends to stockholders. From the port the line first traverses a lowland for some miles until arriving at the base of the Serra do Mar; here the ordinary locomotive is detached and a cable-gripping engine climbs the semiperpendicular heights with three or four cars. After reaching the Station of Alto Serra at the top of the incline the ordinary locomotive draws the train some miles further into a splendid new station at São Paulo. This trip of a few hours is especially notable for its fine views, and for the engineer or builder it offers a glimpse of marvelous feats of engineering. In 1901 a new line was completed, following a slightly different route; the first road was constructed about 1867. The São Paulo Railway is aptly termed the greatest coffee-carrying railroad of the world, and at its seaport terminal, Santos, especially between the months of August and January, the vast coffee storehouses with an army of brokers, merchants, buyers, laborers, carts, motor trucks, ships and seamen, reflects a marvelous activity amounting in value to millions of dollars annually. Santos itself, a city of 50,000 people, has grown and modernized in recent years and is to-day the ocean gateway to the world's greatest coffee land.







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